

Message Text

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ORIGIN ARA-10

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DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

ARA/BC: AISAACS

EB/OCA: JFSIMMONS

COMMERCE/BIC/OIM: FMOLNAR

USIA/ILA: LBESTES (INFO)

COMMERCE/BIC/OIM: HLINDOW

----- 118506

R 192215Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY LIMA

UNCLAS STATE 278298

E.O. 11652: N/A

TAGS: BEXP, PE

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAM (CAP): FIRST
QUARTERLY REVIEW; AND PROPOSED PARTICIPATION IN NINTH
PACIFIC FAIR

REFS: (A) LIMA 10230; (B) LIMA 10402; (C) LIMA 10298

1. WASHINGTON ACTION STAFF (W.A.S.) FOR PERU CAP MET DEC-
EMBER 13 TO REVIEW PROGRESS OF CAP AS REPORTED IN REF. A
AND TO DISCUSS TOPICS RAISED IN REFS B AND C.

2. W.A.S. IS PLEASED TO NOTE EXCELLENT RESULTS OF PARTI-
CIPATION IN WORLD MINING FAIR AT LIMA LAST MONTH. REGARD-
ING EMBASSY'S RECOMMENDATION FOR U.S. PARTICIPATION IN
NINTH PACIFIC INTERNATIONAL FAIR SCHEDULED FOR LIMA DURING
NOVEMBER 1975 (REF. B), W.A.S. IS PRESSING FOR A FAVORABLE
DECISION FROM RESPONSIBLE OFFICES OF COMMERCE AND STATE.
SUCH PARTICIPATION WOULD OF COURSE BE COVERED BY A CAMPAIGN
IN FY '76CAP WHICH WOULD DETAIL THE ACTIONS TO BE TAKEN,
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AND THE RESOURCES TO BE ALLOCATED, BY THE EMBASSY. W.A.S.

WISHES TO UNDERSCORE THAT FAVORABLE DECISION ON EMBASSY'S RECOMMENDATION IS BY NO MEANS CERTAIN, IN VIEW OF RIVAL CLAIMS ON COMMERCE'S LIMITED RESOURCES.

3. WE ARE PLEASED TO NOTE THE GOOD RESULTS OBTAINED UNDER CAMPAIGN NO. 2.

4. RE CAMPAIGN NO. 3, WE LOOK FORWARD TO RECEIVING COPY OF REVISED FEASIBILITY STUDY.

5. IN VIEW OF VIRTUAL COMPLETION OF CAMPAIGNS 1 AND 2, AND DORMANT STATUS OF CAMPAIGN 4, W.A.S. PROPOSES THAT THE EMBASSY INITIATE AT LEAST TWO NEW CAMPAIGNS DURING BALANCE OF FY 1975. FOR THIS PURPOSE EMBASSY MAY WISH TO SELECT PRODUCT CATEGORIES FROM AMONG THOSE COVERED BY THE SURVEY CAMPAIGN, AND/OR FROM AMONG OTHER CURRENT TARGET INDUSTRIES AND TARGETS OF OPPORTUNITY, AND DEVISE FULL-SCALE CAMPAIGNS FOR THOSE SELECTED. EMBASSY'S PROPOSALS RE SUCH NEW CAMPAIGNS COULD BE TRANSMITTED IN EMBASSY'S NEXT QUARTERLY REVIEW OF CAP, DUE BY JANUARY 31.

6. REGARDING REF. C, W.A.S. IS DISCUSSING EMBASSY'S RECOMMENDATION WITH APPROPRIATE COMMERCE AND STATE AUTHORITIES. WILL REPORT RESULTS ASAP.

7. PRESENT COMPOSITION OF W.A.S. IS:

STATE/ARA/EP, FRANCIS B. CORRY; ARA/ECP, EDWARD M. COHEN; EB/OCA, JOHN F. SIMMONS. COMMERCE/BIC/OIM, HERBERT LINDOW. USIA/ILA, LAWRENCE B. ESTES. KISSINGER

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